

Unit 7 – Team challenge

Team C – A singer like no other

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Jack Johnson: We started the foundation in 2003, the first event happened in 2004. When my wife and I started talking about starting a non-profit organisation, it just felt like we should be putting the money back into the community here where I'd grown up.

It just made sense to us to try to start something in the environmental realm, and then my wife had her background in teaching, so we just thought it made perfect sense to try to work with environmental education and with schools in Hawaii, and we began raising funds and starting the recycling programmes, and as it's gone on, different programmes have come about.

We started doing the Kokua Festival, and that became a really nice tool for us. I get a lot of the credit but it's... Obviously there's a whole crew of people that have been working at this for years now. They've put on this festival that ends up having a really low impact compared to most music festivals cuz of the zerowaste stations and refillable water bottle stations – all the merchandise is eco-friendly.

So it's a real learning process for us, and every year it gets a little better and a little cleaner, and then we always take what we learned from that year's Kokua festival and try to bring it out to the world tour.